

CONTACTS

MARCH/1967



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Volume 3, Number 2

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EDITOR: Michael Hartley
7th Floor, Winnipeg Store
Phone SUnset 3-2115

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COVER STORY: Featured on our
cover are Eaton's 31 Junior
Councillors and 28 Junior Executives
from the High Schools of
Metro Winnipeg. For the past
quarter of a century these
students have helped keep the
store informed on the new fads
and fashions of young people.

EATON'S SALUTES YOUTH . . .

...The Store

Canada's future has always belonged to its youth. Today, young people are not only more numerous, they are more influential. Youthful tastemakers have stamped a vigorous imprint on popular entertainment and fashion.

For more than a quarter of a

century a group of students attending high schools in Winnipeg have belonged to an active youth group sponsored by Eaton's. Their contribution to the store is invaluable in keeping us informed on the tastes and trends of young people.

The organization is divided into



Junior Executive and Junior Council leaders are Bob Henderson, Charleswood Collegiate, and Susan Rumberg, University of Manitoba.

That Likes Young People

the Junior Council for girls and the Junior Executive for boys and comes under the wing of Fashion Co-ordinator Lillian Vadeboncoeur and Public Relations Officer Tom Miller. They oversee the activities of the group and give it a sense of direction. Although this organization for young teens has been going strong for more than 25 years, its activities often go unnoticed. However, their presence is felt in many areas. They meet each week during the school year and participate in a variety of activities including fashion shows, tours of local places of interest, workshops, informal discussions, talks from executives and special community projects. Primary object of sponsoring the council and executive is to round out the education of members by giving them a wide background of the operation of a large retail organization, and a

keener understanding of the business world. The council and executive also provides them with an opportunity to meet and mix with other students, to help develop their personalities and widen their interests. By working together on projects they learn to

work as a team and accept responsibility. Many of the activities provide a challenge to prove their maturity and judgment.

Councillors and Executives are selected from a panel of Grade 11 and 12 candidates nominated by the



Jean Frame shows Councillors how to apply make-up during a beauty workshop.



Fashion shows are a popular event.



Selling is an important part of a Junior Executives training.

EATON'S SALUTES YOUTH

teaching staff, and approved by each school principal. Every year a new group is chosen.

Eaton merchandisers claim they have learned a great deal from the youngsters over the years. By the same token, Junior Council members readily admit they have acquired an education both in retailing and business administration.

Among students, membership in the Junior Council and Executive is considered an honour. Above average ability and an outgoing personality are more basic requirements than strictly academic or athletic achievements. "The key to the continued success and popularity of the group is the informal exchange of ideas," said Mr. Miller. "The respect that we have for their opinions appeals to them."

In turn, this recognition stimulates their confidence and self-expression.

The bulk of the Saturday morning meetings is built around the informal introduction of the students to Eaton executives, buyers and specialists,

who talk on the operations of the Company.

One of the most successful teenage promotions is "Salute to Youth", in which the group has taken an active part. The promotion this year will be held in Easter Week March 27 - April 1 and features fashion

shows, a chicken hatchery display, a Pan-Am exhibit and many other attractions.

"The most exciting aspects of this group," said Mrs. Vadeboncoeur, "is that it helps keep our thinking young. Also, the enthusiasm and interest of these young people is outstanding."



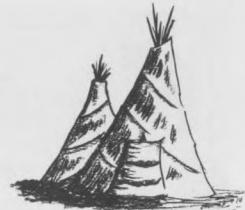
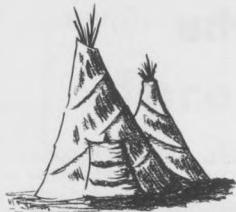
Grace Strathdee instructs Councillors in modelling.



Store Operating Manager A. B. Finnbogason outlines his responsibilities to Junior Executives.

POLO PARK: Story of Expansion

**From Indian Meeting Ground
to Major Shopping Centre**



The face of Winnipeg is changing so rapidly that the early settlers would have difficulty finding their way around.

However, a landmark they would readily recognize is the old St. James Church, adjoining one of the city's newest developments; the Polo Park shopping centre where Eaton's new store is under construction.

Let's trace the history of this area by going back over a century to 1850. Red River, to use the old fur trade name, was beginning to grow.

Portage Avenue was a deeply rutted trail. Trade was increasing and shops were sprouting up along the main thoroughfares which were crowded with Red River carts. But the pioneers often lived in fear.

The fledgling colony was threatened by Indian attacks from across the boundary, where the western pressure of American settlement kept the Sioux constantly on the warpath. Fenian raiders and American expansionists also menaced the settlement.

The area around Polo Park had long been a favorite meeting and camping ground for the Indians.

When the settlers wanted to build the St. James church in the area the Metis suggested they erect it on a high ridge west of Catfish Creek, which became Oman's Creek. The Indians assured them that the spot had been spared by the disastrous 1826 flood and by legendary deluges before the white men came. The 1950 flood again left the ridge high and dry.

During the Riel rebellion in 1869 the church was chosen as gathering spot for the women and children, if the settlement was attacked.

Our Company's first link with the area came following the opening of the five-storey Winnipeg store on July 17, 1905. For staff recreation Sir John Eaton, son of the Company founder, personally rented nearly 16 acres of grounds front-

ing Portage Avenue — the future site of the Polo Park shopping centre. The recreational grounds had facilities for baseball, basketball, cricket, tennis, quoits and football.

Eatonians enjoyed the sports-ground until the construction of the Polo Park race track.

The $\frac{3}{4}$ mile track was completed in 1925, and attending the opening ceremonies was an enthusiastic



crowd of 5,000, including Mayor Ralph Webb.

The track was pulled down in 1955, following the building of the race course at Assiniboia Downs.

Polo Park shopping centre opened four years later, on August 20, 1959. Wielding a giant pair of scissors, Mayor Stephen Juba chopped through a white ribbon to de-

clare the multi-million dollar centre open for business.

Also attending the ceremony was Charles R. Bronfman, President of CEMP Investments which provided a large part of the capital for the centre. During the official opening Premier Duff Roblin unveiled a plaque which stated: "Proudly dedicated to the families past and present who with courage and devotion built the Greater Winnipeg of today . . . and to the families of the future who will build a still greater Winnipeg."

Master of ceremonies was TV personality Fred Davis.

Eaton's return to Polo Park, with plans for a multi-million dollar department store, was announced in May, 1966. To mark the start of construction of the \$5 million project, civic and company officials attended a ground breaking ceremony last month.

Excavation for the store, being built by Bird Construction Ltd., are now complete, and the concrete laying for the foundations is more than half finished.

The new outlet, slated for completion April, 1968, will become the largest suburban store in Western Canada.



Winnipeg Mayor Stephen Juba, left, and Divisional General Manager D. S. McGiverin drove in a bulldozer at the ground breaking of the new \$5 million Eaton store being built at Polo Park.

Watchdogs of the Wage Rates

What do we pay? How do we pay? What do we pay for? How do we change pay scales? The responsibility of dealing with these important structural decisions in the Western Division is the Wage Administration Department, Winnipeg.

In all their activities the department is guided by a principle laid down by Timothy Eaton. When Mr. Eaton opened his first store in 1869, one of his policies stated that employees should be paid rates equal to or better than the prevailing community rate.

Today, Eatonians are enjoying the benefits established by Mr. Eaton, and Wage Administration insures this policy is carried out.

The department's purpose is to evaluate each job in the Division. Then establish wage schedules containing wage rates, equal to or better than rates paid for comparable jobs elsewhere in the community.

Staff members prepare job des-

criptions, clarify duties, and carry out periodic reviews on all positions.

Scheduled raises are initiated automatically by the computer and forwarded by Wage Administration to the employee's department manager. Merit increases are originated by management. Wage Administration may recommend a raise if it finds an employee is doing particularly well.

The wage rate of each staff member is reviewed three months after joining the Company, and at least once every year thereafter.

Adjustments are made on the anniversary dates of service of each individual in accordance with the wage schedule established for the job, and on the basis of improved performance.

"Perhaps our prime function is to back up Eaton's wage policy," said Angus Macdonald, Wage Administration Manager.

Carrying out this part of the program he explained is a team of wage analysts, who conduct community wage surveys to gauge community rates. Sources of information for comparison include government and industrial publications, and contact with other company wage administrators.

Regular job evaluation programs, designed to clarify job responsibilities, are another function of the department.

What does a job evaluation do for you? "It gives an employee a better understanding of his or her duties," said Mr. Macdonald, "the results expected, and relative position of the individual's job in the total divisional organization."

A relatively new field for the wage administrators is incentives. Wage incentive plans help to swell productivity, reward top producers and stimulate interest in selling.

The compensation structure helps put the flesh, nerves and muscle into an organization. Money is the basic means to pay for skills, talents and human efforts.

As long as our Company is bolstered by a staff above par in ability and working skills, we will continue to be successful in the competitive field of retailing.

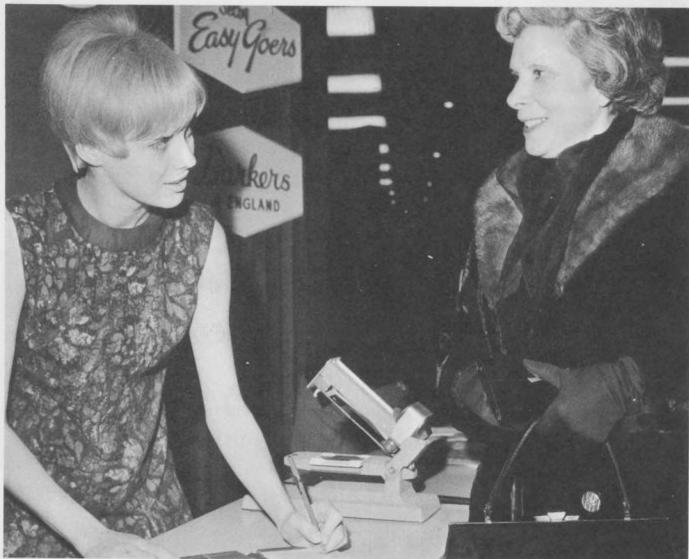


Iris Birch helps file and update over 10,000 staff wage record files in the Central Records Section.



Wage Administration Manager Angus Macdonald, right, discusses wage rates for the new Polo Park store with Janis Perry and Doug Brault.

Three Ways to Win Friends



When customers step into our store we should accept them as guests and treat them accordingly. Here are three ways to win friends, through courtesy and consideration, for the store. They will help keep customers coming back to Eaton's.

1. Marj Kleyn, Women's Shoes, listens attentively to make sure she has a customer's name and address filled out correctly on the bill. Another important step she takes to avoid errors is to position a customer's charge plate in the centre of the bill, when placing it in the addressograph machine.



2. Janice Andrews, Electrical Department, keeps unfilled bills in a central location and always informs customers when their merchandise has been delayed. This lets customers know where their purchases are, and approximately when they are due to arrive.



3. Hazel Philpott, Children's Wear, inspects all parcels for delivery to see that the correct merchandise is enclosed, and there are no shortages. She also carefully checks the price of the articles.



Tiana Gowron



Herb Johnson



Audrey Downie

COMMUNICATIONS is essential to Eaton's. Machines can communicate with other machines and act on what they have learned.

The ability to pass on and receive

data is built into them. Their accuracy and effectiveness depends on the quality of the information they receive. The most important communications is between people. It is also the most difficult because it is taken for granted. A machine always responds the same way to the same signal. People do not; they interpret each message. Eatonians get information from the boss . . . printed orders . . . a time bell . . . an Eaton advertisement . . . in a classroom . . . Contacts . . . the neighbour . . . bulletin boards . . . gauges and dials. They make decisions based on this information. Right information, right decision. Wrong information, wrong decision. No information, toss a coin. Communications does not flow in one direction. The boss says, "Do this." Later an employee reports, "It is done." Both directions matter to understanding. That's why there are communications meetings, bulletin boards, circulars, reports, staff training sessions, and employee memos.



Rose Herbachuk

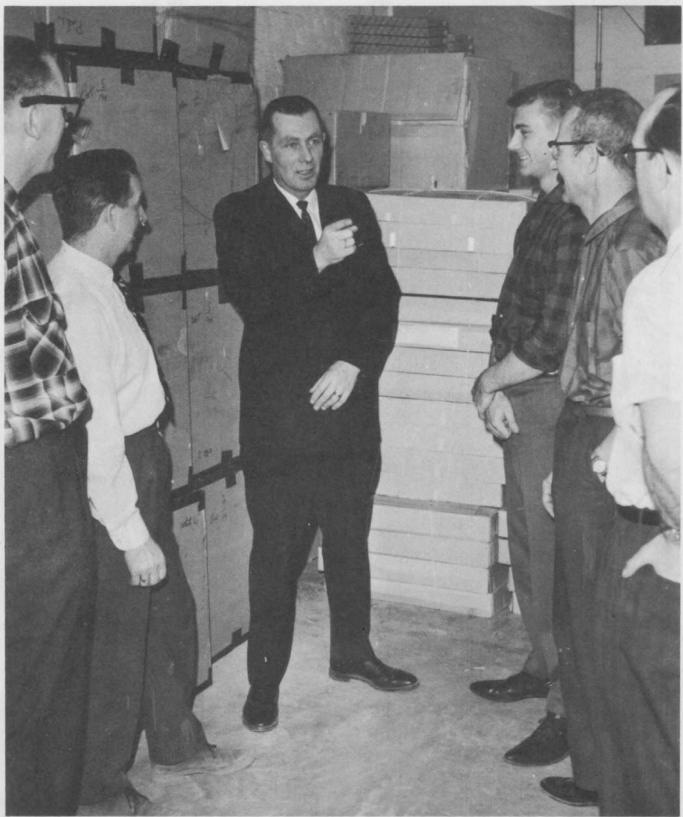


Gladys Murray, Florence Lazor.

Good communication doesn't just happen. A fact remains a secret until it is shared. Passed on it brings a response or prompts an action. But before it does, somebody has to write a letter . . . call a meeting . . . dial a phone . . . interview a staff member . . . create an advertisement . . . start a conversation . . . print a circular . . . inform a customer . . . instruct a class . . . type a news release . . . post a notice. These are the channels of communications. It is in our best interest to insure these arteries are well established throughout the division, and filled with information which will enable Eatonians to do the job to the best of their ability.



Mary-Anne McDowell, Pat Gembey.



Albert Johnson, Ed Greenlay, Operating Group Supervisor Mel Jenkins, Don Kauhlman, Jake Penner and Ernie Kirkham.

Tusker Fan



Shirley Gobiel displays one of the prize pieces of her collection.

Elephants play a starring role in zoos and national parks the world over. No visitor can pass them by. One of their most ardent fans is Shirley Gobiel, Men's Furnishings in Winnipeg, who has a collection of over 280 model tuskers.

Shirley's mother first sparked her interest in collecting ornamental elephants, after she found carved animals in tea boxes.

Her fledgling collection became international when her husband Armand was in the Canadian Navy. He sent her replicas of these giant animals from the foreign ports he visited. Carved elephants made of jade, mahogany, ebony and china have come from as far away as Marsailles, Bombay, Ceylon, Japan and South Africa.

Some of her ornaments have a more practical function. Elephant designed lamps, ash trays, cigarette lighters, bookends and clocks enhance the living room of her St. Vital home.

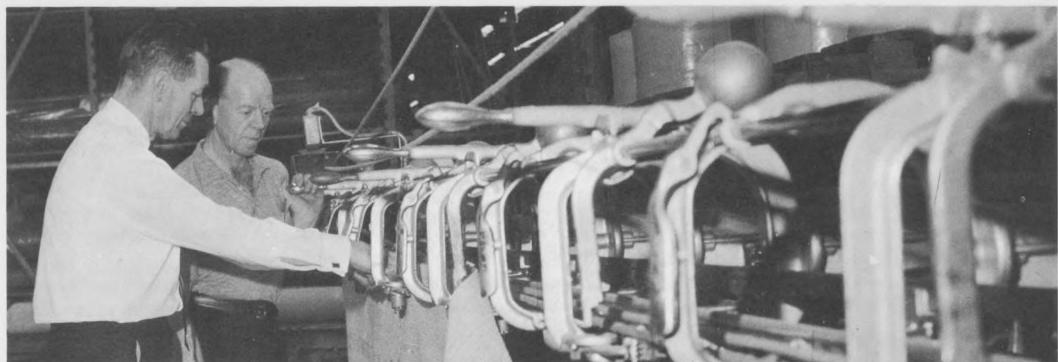
One of the highlights of her collection is a magnificent bracelet and earring set made of ivory.

Helping to add to the menagerie are Mrs. Gobiel's youngsters — Darryl 19 and Jeanne 16 — who are always on the lookout for new items.

Why does she find elephants so interesting? "I think they are the most fascinating creatures in the world," she said. "No other animal can match them in strength and courage."

The lion may be called king of the beasts, but there's no doubt in Shirley's mind who should have the title.





Bill Reid, Carpet Workroom Manager, left, and Bill McIlvenna examine the work done by a carpet binder machine.

carpet workroom operation covers prairies

Floor coverings from the Carpet Workroom in the new Winnipeg Service Building extension are shipped to homes and hotels from the Lakehead to the Rockies.

Under the direction of manager Bill Reid, a team of carpet specialists — foreman Raymond Vokey, Larry Head, Gary Graff, Leonard Tanner, Connie Kendrick, George Doerkson, Ronald Hart, Ernie Gross and Harry Pielou — travel extensively throughout the Prairie Provinces, including as far north as Thompson.

These men are responsible for

laying floor coverings in buildings ranging from hunting lodges to department stores.

Since the trend is towards wall-to-wall covering, the average order is larger and heavier than for room-size rugs. To reduce the amount of manual handling, a system of conveyors move individual orders through the various work stations.

When an order is received, the roll of carpet specified is trucked from storage for cutting and measuring by head carpet cutter Bill McIlvenna and Merv Bragdon.

In a year the department proce-

ses enough carpet to stretch from Winnipeg to Portage la Prairie.

If the carpet requires binding or serging, the roll is conveyed to the sewing area.

After the binding and serging operations, the carpets are vacuumed and wrapped by packers Mike Boes, Nick Olnick and Wayne Gwizdak; before being delivered to customers. Assisting Mr. Reid in the office is Florence Patterson.

The Eaton Carpet Workroom boasts one of the largest and most modern floor covering operations in Western Canada.



Sewing carpet lining are Mary Davies, front left, and Edith Stott. In the background are Ruth Tummon, left, and Florence Waddell.



Nick Olnick, left, and Wayne Gwizdak wrap a carpet in protective polyethylene.

Janice Baumann Touch Gives Store a Sparkling, New Look

Throughout history little has had so much influence on the character and well-being of human beings as their immediate surroundings. Thus the responsibilities of Eaton display designers are an important influence of the comfort, style and personality of the customers, for whom they are creating the environment.

Their creative efforts set the tone of the entire store from the front windows to the top floor.

Head of the Merchandise Presentation Department is Janice Baumann. Janice, who was born in Hartford, Connecticut, has had a wealth of experience in interior design. She graduated from the Pratt Institute with a Bachelor of Fine Arts Degree in Interior Design, and worked as a colour consultant for a Los Angeles architectural firm.

Before joining Eaton's last year, she was an associate professor in the department of interior design at the University of Manitoba. Miss Baumann still continues her work at the University, and lectures there twice a week.

Among the highlights of her work with the Winnipeg store have been the Town House, College Shop and 7th floor display for last year's Nordic Festival.

Miss Baumann's job is manifold. She must conceive a design idea for a space, its complete furnishings, and select the components in order to supervise all subsidiary arts and crafts. Every element of store interior design must be her concern.

"This work is one of infinite detail," she said, "ranging from the design of curtains or valances in a master bedroom display, to the selection of fabrics for a major promotion."

Team effort is particularly important, and Janice relies heavily on the assistance of her staff. In planning displays for major promotions she works closely with Winnipeg Store Manager J. Evan Church and Display Supervisor Joe Donaghy, to determine the floor space needed for the project.

"Displays should relate to the total store image," she said, "and tie in closely with our newspaper advertising."

Janice is currently working with a committee on the California promotion April 13-27.

One of her most recent projects was the dazzling display of Canadian Classics furniture on the 7th floor, which was completed with the assistance of Interior Designer Ariane Phillips. The new collection was designed, exclusively for Eaton's, as the first distinctly Canadian furniture, and combines traditional designs with modern styling.

"To create an appropriate set-

ting," said Miss Baumann, "colour is one of the most important ingredients."

It's amazing how easily influenced we are by colours, she added. They can inspire or relax, convey heat or cold, give the feeling of space or smallness.

"In this many faceted profession," she said, "the excitement comes when you see, after months of planning, your work develop into the finished product."



Janice Baumann designed the room settings for the Canadian Classics furniture promotion.



Janice Baumann, Store Manager J. Evan Church, left, and Joe Donaghy admire an ornamental cannon which formed part of the Canadian Classics furniture display.



news pictures



Prince George Store Serves Vibrant, Industrial & Resort Area

Eaton's has more than 300 Catalogue Sales offices from coast-to-coast. Last year our company opened a home furnishing store in Prince George, British Columbia, serving a total trading area of 70,000 people.

The new outlet, the largest of its kind in B.C., has 11,000 square feet of selling space, and is equipped with the latest in fixtures and design.

The two selling floors include such features as the Colonial and Maple Furniture Shops, a modern appliance section and a bedroom area.

Manager Clyde Porter directs a staff of seventeen Eatonians: Store Cashier Bea Wilson; Shirley Dodd, general office, Marcia Staub and Rosalind Proverbs, budget office; Bea Ollinger, May McDonald, Anne Kuz, Elsie Christensen, Hazel Mellow, Nora Withers and Pearl Turner, catalogue sales; Alvin Wiens, Bill Bothwell and Jack Kelley, salesmen; Bob McPhillips and Frank Wlasitz, receivers.

INDUSTRIAL HUB

Early history of the area is linked with the names of Canada's greatest explorers. Alexander Mackenzie visited the settlement, and Simon Fraser erected a post which he named Fort George, in honour of the reigning monarch.



Heading a staff of 17 employees is Manager Clyde Porter.

Prince George has become famous for its spectacular scenery and surging industrial development. The city

is the base for the giant Peace Power dam and is a convention centre for some 1,500 visitors.



Catalogue counter sales staff are, from left to right, Bea Ollinger, Hazel Mellow, May McDonald, Anne Kuz and Pearl Turner.



On the Home Furnishing Store's sales force are, from left to right, Bill Bothwell, Jack Kelley and Al Wiens.



Prince George's home furnishing store was opened in June, 1966.



NEW CITIZENS: Ken Collins and Jim Gillam, Men's Clothing, Winnipeg, received their Canadian Citizenship Certificates at the Legislative Buildings, March 1.



TOP TEAM: Joan Ingram, Merchandise Accounting, curled third on the Manitoba team which won the Dominion Diamond "D" Canadian championships in Montreal, March 2. Joan is admiring a list of 269 names of Eatonians on a telegram sent to the champs.

Founder Helped Canadian Growth

It was an Ulsterman who taught Canada and the world how to conduct business, according to a news clipping from the Ulster Commentary — sent to us by retired Eatonian Emily Johnston.

He was our founder Timothy Eaton, who was born near Braid Town, Northern Ireland, in 1834. Twenty years later he emigrated to Canada and entered into a partnership with his two elder brothers, Robert and James, in a dry-goods business.

In 1869 he established our Company in Toronto. By selling for cash at definite prices, he revolutionized commercial methods and established one of the world's greatest stores.

Carson Downs Herbachuk

Bill Carson and his sharpshooters Aileen Sloan, Margaret Walchuk and Betty Sluice won the annual Catalogue Accounts bonspiel at Winnipeg's Highlander rink March 15.

The champs edged skip Bill Herbachuk's crew out of the winnings by a score of 14-9.



SEVENTEEN SAFARI: Taking part in the Seventeen Fashion Show in Winnipeg Feb. 18 were, standing from left to right, Brenda Barton, Linda Kepron, Susan Rumberg, Barbara Holm, Rita Brockman and Pat Larkworthy. Kneeling in front are Ruth Richards, Barbara Barsky and Michele Ledoux.



FUN FESTIVAL: Taking part in the recent Moose Jaw Winter Carnival were, from left to right, Mrs. I. Pate, Mrs. G. Kindred, Mrs. M. Warn, Supervisor E. Klinck, Mrs. P. Law and Mrs. V. Sutherland.



* * * Roll up Your Sleeve and Save a Life

The Canadian Red Cross mobile blood donors clinic will be held in the third floor lunch room, No. 2 Catalogue Building, between 8:30 a.m. - 11:45 a.m. and 1:00 p.m. - 4:00 p.m. on Tuesday, April 11.

By giving blood you will assist the Red Cross in supplying blood free of charge to any patient in any hospital.

Blood cannot be manufactured. It must come from people. If everyone gives there will be an ample supply of blood when you, or a member of your family needs it.

Appointments

WINNIPEG

J. D. Gillies, Sales Supervisor,
9244S

Miss J. Baumann, Merchandise Presentation Supervisor.

SASKATCHEWAN

E. H. Weitzel, District Sales Supervisor, Saskatchewan 9101.

April Anniversaries

Forty Years

Miss B. Scott, W8111S, April 11
Mr. A. Clark, W9558E, April 25
Mr. L. Baker, W8111S, April 28.

Twenty-Five Years

Miss Margaret Bowyer, W8055S, April 13
Miss Muriel Aileen Carter, W9511A, April 13
Miss Rose Ann Mattock, W9523S, April 13
Mr. D. M. (Mickey) Howarth, W9528S, April 18
Miss Alberta D. McSkimmings, W9627E, April 20
Mr. C. Napier, W9163S, April 21
Miss B. Wilde, B9150C, April 23
Miss Winnifred Bailes, W9620E, April 27
Miss Stephanie Boyko, W9511A, April 27
Miss Wilene Doolan, W9501E, April 27
Miss Phyllis A. Mealing, W9228S, April 27
Mr. Matt R. Shepperd, R9380E, April 29.



ELEGANT TRIO: Lillian Vadeboncoeur, Winnipeg Fashion Co-ordinator, centre, was the commentator at the first Career Club fashion show Feb. 16. Over 1,500 business women belong to the club. Mrs. Vadeboncoeur is flanked by Narda Price and Barbara Camell.

Vivian Carter Wins Contest

Topping the list of the In-Store Solicitations program last month was Vivian Carter, CSO, Creston, B.C. Vivian's prize is \$75.

The other winners were: Ina Cannars, Winnipeg; E. McDonald, Saskatoon; A. Pearson, Moose Jaw; D. R. Thompson, Port Arthur; Bert Welch, Brandon; Mrs. P. M. Wardle, Canora, Saskatchewan and Agnes Stevens, Atikokan, Ontario.

Retirements

Best wishes to the following Eatoniens on their retirement.

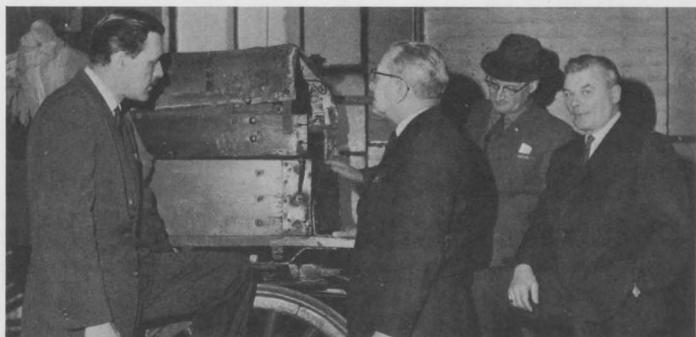
Mr. Thomas Shaw, Dept. 9398S, Winnipeg, 30 years of service
Mrs. Jean W. McLean, Dept. 9196S, Winnipeg, 22 years of service
Mrs. Florence Lewis, Dept. 9198S, Winnipeg, 19 years of service
Mrs. Edna G. Smith, Dept. 9449E, Port Arthur, 13 years of service.



BEST BOOTH: The Winnipeg Junior Achievement Company "Smile", guided by Eatoniens, was judged the best display booth at the JA Trade Fair, Polo Park, Feb. 10-11. Eaton advisors were: Gordon Courage, Eric O'Brien and Dave Beck.



HALF CENTURY: J. G. Moore, Catalogue Shipping, celebrates his fiftieth year with Eaton's March 26. A special presentation of gifts will be made to Mr. Moore March 23.



DELIVERY WAGON: Leonard Roger, right, John Erlindson, Ed Davidson and Al Inglis examine an Eaton horse-drawn, delivery wagon, which is being restored for a Pan-Am Games exhibit.

GOPHER-BROKE is coming

Eatonians Make Good Neighbours

GORDON EISENER

To meet the important physical and recreational needs of young people in a city's core, the community looks to the Young Men's Christian Association.

In the midst of "Y" activities in Winnipeg is Commodity Merchantiser Gordon Eisener, who is president of the Central YMCA. Here, the organization conducts a broad, flexible program closely geared to local needs and interests. Branch facilities include a gymnasium, swimming pool, social and hobby centre, cafeteria, classrooms, and modern living accommodation. A large majority of activities are supervised by adult volunteers.

"One of the Y's most exciting, new ventures is a physical fitness laboratory to determine a person's fitness level," said Mr. Eisener.

These facilities will also help the physically handicapped to pinpoint defects, he added, and we'll need volunteers to assist in operating the equipment.

Gordon joined the YMCA some 40 years ago, and has also served as president, district governor and international director of the Y's Men's Club.

Prime purpose of this group is raising funds for needy organizations within the "Y" framework; including missionary work overseas, facilities for the boys' recreational centre at Camp Stephens and scholarship funds.

Notable YMCA contributions to our way of life include the invention and development of basketball and volleyball, and the introduction of organized swimming instruction. The Y's red triangle emblem represents spirit, mind and body-building.

Humanitarian George Williams founded the organization in London, England, in 1844, to combat unhealthy social conditions arising from the Industrial Revolution.

The movement quickly spread throughout the industrialized centres in the United Kingdom, Europe and North America. Today the "Y" consists of approximately 2,100 affiliated branches serving 5 million members and participants in 83 countries.

